

AMENDMENTS TO THE CLAIMS:

The listing of claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS:

Claims 1-26 (Withdrawn).

27. (Currently Amended) A method of allowing a user to select a printable product from a menu of possible products, tailor the chosen product according to the user's personal preferences, and view the tailored product on a computer display before the tailored product is created and printed at a user's workstation, the method allowing for easy updating and maintaining a selection of printable products available to a user without a need to change an executable software application program, the method comprising:

presenting on a computer screen a list of available printable, customizable products and receiving from a user in response thereto a product selection defining a user's selected printable product;

retrieving product data from at least one non-executable data file according to the user's product selection;

presenting on the computer screen a plurality of fields for the user to input product tailoring information, [[said]] the fields being determined by [[said]] the product data within [[said]] the non-executable data file;

presenting on the computer screen a preview of the user's selected printable product, [[said]] the product being customized and reflective of [[said]] the product data retrieved from the non-executable data file and [[said]] the product tailoring information input by the user;

generating an output file; and

printing a customized document corresponding to the customized, printable product on a printer at the user's workstation.

28. (Currently Amended) The method of claim 27 wherein [[said]] the data file further includes default product tailoring information.

29. (Currently Amended) The method of claim 28 wherein [[said]] the default tailoring information contains default graphics.

30. (Currently Amended) The method of claim 28 wherein [[said]] the default tailoring information contains default text.

31. (Currently Amended) The method of claim 27 wherein [[said]] the available products include:

a first group of products, [[said]] the first group of products all having a common SKU number but different default tailoring information; and

a second group of products which may include a member of [[said]] the first group of products, [[said]] the second group of products having different SKU numbers.

32. (Currently Amended) The method of claim 27 wherein [[said]] the non-executable data files are selected from the group consisting of binary files, Java BeansTM, and XML files.

33. (Currently Amended) The method of claims 27 wherein [[said]] the computer screen display a world wide web page.

34. (Currently Amended) The method of claim 27 wherein [[said]] the computer screen displays simultaneously [[said]] the plurality of fields and [[said]] the

product preview illustrating [[said]] the product tailored according to the product tailoring information input by the user.

35. (Currently Amended) The method of claim 27 wherein information within [[said]] the non-executable data file completely controls which fields will be presented to the user for tailoring the user's selected product.

36. (Previously presented) A computer readable media capable of causing a general purpose computer to implement the method of claim 27.

Claims 37-48 (Withdrawn).

Claim 49. (Currently Amended) A method of allowing a user to select a customizable, printable paper product from a menu of possible products, tailor the chosen product according to the user's personal preferences, and view the tailored product on a computer display before the tailored product is created, the method allowing for easy updating and maintaining a selection of products available to a user without a need to change an executable software application program, the method comprising:

presenting on a computer screen a list of available printable paper products and receiving from a user in response thereto a product selection defining a user's selected product;

retrieving product data from at least one non-executable data file according to the user's printable paper product selection;

presenting on the computer screen a plurality of fields for the user to input printable paper product tailoring information, [[said]] the fields being determined by [[said]] the product data within [[said]] the non-executable data file;

presenting on the computer screen a preview of the user's selected printable paper product, [[said]] the product being reflective of [[said]] the product data retrieved from

the non-executable data file and [[said]] the product tailoring information input by the user;

wherein [[said]] the data file further includes default product tailoring information, [[said]] the default tailoring information containing default graphics and default text, and wherein [[said]] the available products include a first group of products, [[said]] the first group of products all having a common SKU number but different default tailoring information, and a second group of products which may include a member of [[said]] the first group of products, [[said]] the second group of products having different SKU numbers;

wherein [[said]] the non-executable data files are selected from the group consisting of binary files, Java BeansTM, and XML files, and [[said]] the computer screen displays a world wide web page, [[said]] the computer screen displaying simultaneously [[said]] the plurality of fields and [[said]] the product preview illustrating [[said]] the product tailored according to the product tailoring information input by the user; and

wherein information within [[said]] the non-executable data file controls which fields will be presented to the user for tailoring the user's selected printable paper product.

Claim 50. (Currently amended) A method as defined in claim 49, wherein the method further comprises, after the step of presenting on the computer screen a preview of the user's selected printable paper product, the step of printing the printable paper product in a printer at a user's workstation.

Claim 51. (previously presented) A method as defined in claim 49, wherein the paper product comprises one of the group constituting invitations, business cards, posters, point-of-sale displays, advertising materials, coupons, event announcements, and stationary.

Claim 52. (previously presented) A method as defined in claim 27, wherein the product comprises one of the group constituting invitations, business cards, posters, point-of-sale displays, advertising materials, coupons, event announcements, and stationary.